

\$100,000.00 MONEY RAISING SALE

McCONNELL'S
OPPOSITE
ORPHEUM

Starts Saturday Morning at 8 O'clock

This sale is an economy event of utmost importance to every householder within the radius of two hundred and fifty miles of our store. This sale is the real Furniture Sale of 1918—it will be welcomed by every thrifty man or woman in the great tri-states.

One-Quarter Million Dollars

Our great stock valued at almost a quarter of a million dollars will be thrown on the market at price sacrifices that are beyond comprehension and almost unbelievable in these times of soaring prices.

\$100,000.00 MUST BE RAISED

Our reason for this great price-rending sale is that we must raise \$100,000.00 in cold cash. This means that all previous sales records must be smashed, because we are going to sell this merchandise as usual on our easy credit terms. This advertisement can only give you a faint idea of the wonderful values in this sale. Come! Bring your neighbor! Bargains enough for all!

FOR YOUR BENEFIT ALL ORIGINAL PRICE TAGS REMAIN ON GOODS. THE DISCOUNTS ARE PLAINLY SHOWN ON LARGE CARDS PLACED ON EACH GROUP. FIGURE YOUR SAVING YOURSELF.

For Your Bedroom

- \$35.00 Bedroom Suite, three pieces, bed, dresser and washstand; Special Sale price \$37.50**
- \$82.00 William and Mary quartered oak Bedroom Suite, Bed, Dresser and Dressing Table; the greatest value ever offered in Memphis. Be sure and see it. Only 20 in stock; will go at sale price of only \$48.50**
- William and Mary Bedroom Suite, Bed, Dresser, Chiffonette and triple mirror Dressing table; regular \$160.00 value; Sale \$119.50**
- 4-piece Adam Suite in American Walnut, big value, Bed, Dresser, triple mirror Dressing Table and Chiffonette; regular \$109.00 value; Sale price \$69.50**
- 4-piece Mahogany Adam Suite, also in ivory, a regular \$175.00 value; consists of Bed, Dresser, Chiffonette and triple mirror dressing table; only two in stock; Sale \$129.50**

EASY TERMS.

Livingroom Furniture

- 3-piece Living Room Suite, one back, beautifully upholstered; former price \$110.00; sale price \$88.50**
- 3-piece Velour Suite in Mahogany; upholstered in blue or mulberry; cane back; \$129.50 value; sale price \$98.00**
- 3-piece tapestry overstuffed Suite, Chair, Rocker and Davenport; regular \$165.00 value; sale price \$129.50**
- Extra special 3-piece upholstered Suite, cane back and ends, with back, blue, or mulberry; sells regularly at \$165.00; sale price \$129.50**
- 2-piece over-stuffed Suite, loose cushions; regular \$300.00 value; sale price \$169.50**
- 2-piece Solid Mahogany over-stuffed Suite, loose cushions, upholstered in mulberry; \$275.00 value; sale price \$198.00**
- EXTRA KARPEN SPECIAL—325 Karpen Living Room Suite, loose cushion, cane back and ends, 75-inch Davenport, Adam or William and Mary design; \$179.50 sale price**
- See 20 other Karpen Suites, the standard of the world for living room furniture**

EASY TERMS.

Divanette Suite Prices Go Tumbling in this Sale

Our Divanette Suite Department contains more than 50 different patterns in all styles and finishes. It is impossible to begin to list all the big values. We must cut our line in half and will offer 25 suites at starting price reductions. Come—be on hand early.

On account of labor conditions we ask our customers to be patient on deliveries. We will do our utmost to deliver your goods without delay.

Heaters and Ranges

- Large Steel Cook Stove, 18-inch oven, sells regularly for \$25.00; sale price only \$19.50**
- \$22.50 Steel Range; during this sale at only \$24.85**
- \$40.50 Steel Range; while they last at our sale price of \$39.50**
- \$35.00 Steel Range, white enamel back; sale price, \$43.50**
- \$60.00 all Cast Range, in this sale for only \$49.50**
- 15 slightly used Ranges, great bargains, will go in this sale at prices ranging from \$18.00 to \$35.00.**
- 15 PER CENT discount on all Leonard Hi-Oven Ranges. Both straight and combination.**
- \$32.00 Moore's Round Oak Heater, special in this sale, \$29.85**
- One carload of Moore's Air Tight Heaters will be offered in this sale. This is all we will get. Regular discounts only offered.**

EASY TERMS.

Kitchen Cabinets

Space does not allow us to quote many bargains in this department. We have hundreds that you must see to fully appreciate.

—EXTRA SPECIAL—

- 10 only \$47.50 McDougall Cabinets, with porcelain top, will go in this sale, while they last, at only \$39.75**

This is all the McDougalls we will get this season. Come, save during this sale.

Nothing Charged Under \$5.00

Just a Moment, Please

Some stores lay their claim for your patronage on their "length of time in business," some lay stress on their "enormous buying power," and some make a bid for your business because they are "striving" to reach a sales goal that for them is as distant as the ends of the rainbow. For years McConnell's, the Home of Dependable Furniture at Moderate Prices, has solicited your business on the basis of Quality, Service and Price. How well we have succeeded we leave to the people of Memphis and the vicinity.

Buy Rugs for Gifts

- 27x54 Velvet Rug, \$5.00 value; sale price \$2.50**
- 60-inch Oval Felt Rug, \$1.00 value; sale price \$2.00**
- 6x9 Smyrna Hall Runners, \$12.50 value; sale price \$7.98**
- 6x9 Imported Rag Rug, \$10.00 value; sale price \$5.75**
- 6x12 Tonal Art Squares, \$12.50 value; sale price \$6.75**
- 6x12 Axminster Rug, \$25.00 value; sale price \$39.85**
- 6x12 Seamless Velvet Rug, \$45.00 value; sale price \$32.50**
- 6x9 Prolino Rug, \$12.00 value; sale price \$6.75**
- 6x12 Congoleum Rug, \$23.00 value; sale price \$17.50**
- Congoleum Remnants, 7x9 yard Linoleum Remnants, 9x6 yard**
- 500 Matting Rugs, 5x7, 6x9, 6x12 value; sale price \$1.25**

The Greatest Sale of Iron and Brass Beds Ever Held

This announcement we consider to be the most sensational ever made. You will think so also because you know the condition of the iron, steel and brass market.

Our entire sample line of Iron, Brass and Wood Beds, consisting of all styles and finishes—Vernis Martin, Ivory, White, Poster Bed, Aerial Beds, in fact every kind of bed will be placed on sale at a positive 25 per cent discount.

More than 75 different styles in a great row, extending the length of our store. See the big card and figure the saving yourself.

EASY TERMS.

Select Xmas Presents Now We Will Deliver When Wanted

Do your Xmas shopping now. The government requests it, and besides it is to your advantage. This big sale is your golden opportunity—it means that you can buy useful gifts for the entire family at a saving of 25 to 35 per cent. Come early. Make your selection—we will hold every purchase of over \$5.00 till you want it delivered.

EASY TERMS

For Your Diningroom

- Furnish your dining room at this big money-raising sale and save from 25 to 35 per cent. We can list only a few of the big values in this advertisement.
- 3-piece Dining Room Suite, consisting of buffet, china closet, extension table and six dining chairs to match; painted or golden finish; \$89.50 sale price only \$69.50**
- 3-piece Colonial Dining Room Suite, quarter-sawn oak; buffet, china closet, extension table and six chairs; painted or golden finish; \$89.50 sale price only \$69.50**
- 10-piece Adam Dining Room Suite, beautifully designed; buffet, china closet, extension table, serving table and six chairs to match; originally sold for \$129.00; sale price only \$98.75**
- 10-piece William and Mary Suite, 44-inch table, 44-inch buffet, china closet, serving table and six chairs to match; way golden or Jacobean finish; a regular \$189.00 suite; sale price \$129.50**
- 10-piece Mahogany William and Mary Period Suite, 44-inch buffet, 44-inch extension table, serving table, china closet and six chairs; a \$250.00 suite; sale price only \$195.00**
- 10-piece Mahogany Adam Period Suite, 44-inch buffet, 44-inch extension table, serving table, china closet and six chairs; sells regularly for \$200.00; in this sale \$149.50**

Odd Prices at Big Savings

- \$25.00 Buffet; sale price \$18.50**
- \$22.50 Buffet, solid oak; sale price \$19.85**
- \$15.50 Quartered Oak Buffet; sale price \$25.00**

EASY TERMS.

Comfort and Blanket Prices Leveled to Bed Rock

Comforts and Blankets may be scarce at some stores, but not at McConnell's. We anticipated the scarcity and bought all we could get. We list below a few items. You must come to be convinced that we save you big money.

- \$1.50 Blanket; sale price \$3.25**
- \$2.50 Blanket; sale price \$.98**
- \$5.00 Woollen Blanket; sale price \$7.25**

EASY TERMS.

Curtains and Draperies

Our Drapery Department is complete with all the new imported designs in Madras and Cretonne. Our prices on this merchandise are far below the present market.

- 25-inch Fancy Cretonne, 20 yds value; sale price 45c**
- 25-inch Broad Cretonne, 20 yds value; sale price 75c**
- 40-inch Imported Scotch 22.50 value; sale price \$1.50**
- 25-inch Imported Scotch Madras 22.50 value; sale price \$2.00**

EASY TERMS.

Miscellaneous Bargains Read List Carefully

- Set of six Golden Oak Dining Chairs will be offered during this sale for only \$5.00**
- 1400 Box Seat Dining Chairs, during this sale at only \$2.95**
- One big lot of odd chairs, one to five of a kind will be closed out at 50 cents on the dollar.**
- 15 odd China Cabinets, all finishes, in this sale at a discount of 25 per cent. 15 close out patterns in Dining Room Suites will go at discount of 25 per cent. All the goods bought before the war.**
- EXTRA SPECIAL—Largest Vanity Dresser in Memphis, mahogany; A regular \$125 article, will go in this sale at \$85.00**
- 25 odd Dressers; your choice of royal or solid oak; special sale price, only \$16.75**
- \$35.00 Chiffonette, Has four big drawers and large wardrobe space; mirror on side. In this sale, at \$24.85**

EASY TERMS.

A Great Sale of Rockers

Every home needs two or three good, comfortable Rockers. This sale is your opportunity.

- No. 600A, Wide and comfortable seat Rocker, a regular \$3.50 value; in this sale, at only \$3.75**
- No. 602A, 47.50 Rocker, expertly constructed; a big value, at our sale price of only \$4.25**
- No. 99, Roll seat Rocker. You'll get perfect rest in this one. A big value at \$5.50, in this sale only \$5.50**
- No. 10, Rocker, sells regularly for \$9.00. They will go in this sale, for only \$5.75**

Out-of-Town Customers—It will pay you handsomely to come to this sale and take advantage of our enormous bargains. No matter where you live we will extend our liberal credit terms.

McCONNELL
FURNITURE CO.
208-209-214 S. MAIN ST. OPPOSITE ORPHEUM THEATRE

\$100,000.00 SPECIAL

\$4.50 Axminster Rug, size 27x54; beautiful assortment of colors; sale price only \$1.95

\$100,000.00 SPECIAL

\$25.00 Floor Lamp—Beautiful silk shade, with fringe; sale price \$16.75

\$100,000.00 SPECIAL

\$2.50 Fumed Oak Smoker; makes ideal Christmas gift; on sale, while they \$1.98

\$100,000.00 SPECIAL

\$25.00 Solid Oak Chiffonette—Buy this for the present in this sale for \$17.75

\$100,000.00 SPECIAL

Electric Portable—Large, new style silk shade; mahogany column; \$10.00 value; sale price \$5.75

\$100,000.00 SPECIAL

Oak Kitchen Cabinet—Square base and sugar, etc.; regular \$30.00 value; sale price \$19.85

\$100,000.00 SPECIAL

\$12.00 Folding Tea Wagon—Every housewife wants one; in this sale, for \$7.75

\$100,000.00 SPECIAL

1-piece Library Suite—Jacobean style; upholstered in Spanish imitation leather; consists of one arm chair, rocker, table and small chair; regular \$35.00 value; sale price \$32.50

\$100,000.00 SPECIAL

\$22.50 Cedar Chest—Makes an appreciated gift; buy it now; will deliver when wanted; sale price only \$13.50

\$100,000.00 SPECIAL

50 Pieces of Floor Sample Fiber Furniture, upholstered in tapestry and cretonne; will go at sale discount of 25 Per Cent.

\$100,000.00 SPECIAL

\$20.00 Odd Dresser—Has big mirror and ample drawer space; special at our sale price of \$12.50

\$100,000.00 SPECIAL

One Lot of Odd Chiffonettes—All finishes and designs; big values; will at discount of 50 Per Cent.